

prot: 88

The Assembly of Arab Union for Education

יזום פרויקטים בחינוך

כתובת: ת.ד. 3021 נצרת מיקוד: 16130 טלפון: 04-6991166 פקס: 077-4701715 מייל: acad.union@gmail.com

ע"ר מסי 580542694

23.6.2016

Price quote

Italian Consulate
Haifa

Marketing schedule for 2016-2017 : 1.9.2016-31.8.2017

Sum	Details	(*) Quantity
₪ 6,000	Advertising on the Academic Union's website (500 shekels per month).	12 months
₪ 17,500	Participating in lectures and study fairs in the Arab community (500 shekels per event).	35
₪ 7,500	Telephone messages to 12th grade students (1 message = 1.5shekels, up to 140 characters).	5,000
₪ 3,000	Advertising on the Academic Union's Facebook page with promotions (6 advertisements).	6
₪ 2,000	Image articles in leading internet sites.	4
₪ 3,000	Organizing enrollment events at the Italian consulate in Haifa or the Academic Union's office in Nazareth.	3
₪ 5,000	advertisement (two pages long) in the yearly Academic guidance magazine.	2
₪ 2,000	Organizing an open day for school counselors to explain about studying in Italy.	2
₪ 2,000	shooting a video which presents studying in Italy.	
₪ 0	Designing a landing page and graphics for the whole marketing plan.	
	Reports will be delivered by December 2016 and August 2017.	**
₪ 48,000	Total (tax included)	

4,000 monthly payments

For acceptance,
Mamglio Denaboli
Signature

Haifa, 23.06.2016

